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DEPARTMENT OF TRANSPORTATION STATE OF HAWAII

Elderly Pedestrian Focus Group Findings

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EXECUTIVE HIGHLIGHTS

- **Four Focus Groups Conducted**
 - Two sessions were comprised of males and females over the age of 55 who walked at least once a week for recreation or personal errands.
 - The other two sessions were conducted with male and female drivers of all ages.
- **Elderly Pedestrians**
 - Some of the elderly were recognized for not always using crosswalks as well as for wearing dark clothes at night.
 - The elderly's diminishing physical abilities were also identified.
- **Problems at the Crosswalk**
 - Respondents were concerned with the amount of time given to cross the street at a signalized crosswalk.
 - The placement of some the crosswalks were considered questionable.
 - The respondents commented on the poor maintenance of some crosswalks.
- **Jaywalking**
 - Most of the participants across all four groups confessed to jaywalking.
 - Their rationale for jaywalking was to limit the distance to their destinations.
 - Some pedestrians admitted to jaywalking while approaching or exiting the bus.
- **Non-Daylight Hours**
 - Low visibility coupled with the elderly's tendencies to wear dark clothing were acknowledged as a dangerous combination.
- **Driver Behavior**
 - Members of all focus groups spoke from a driver's perspective to comment on pedestrian interaction.
 - Motorists were concerned with making sudden stops for pedestrians in a crosswalk because of other vehicles coming up from behind could possible rear end a waiting vehicle.
 - The driver's witnessed pedestrians who were hesitant to cross the street while vehicles were approaching or coming to a stop.
- **Problems with Drivers**
 - Some participants claimed that crosswalks were no longer respected like they were in the past.
 - Pedestrians have altered their behavior to walk defensively while maintaining alertness for vehicles.
 - Driver inattention was a primary concern among the pedestrians.

- **Proper Behavior**
 - An important habit as stressed by the pedestrians and drivers was to always stay alert by spotting potential dangers.
- **Suggested Solutions**
 - A few of the focus group participants' ideas were making pedestrian overpasses, encouraging walking activities, and marking crosswalks with luminous material.
- **Channeling Messages**
 - The respondents suggested that information could be channeled through certain print media as well as on pamphlets placed in the buses.
- **Education**
 - It was suggested that education be directed toward the drivers and pedestrians in order to reshape behaviors.
 - Respondents agreed that education should be conducted prior to law enforcement so that the public would understand the infractions that would result in a ticket.
- **Enforcement**
 - There were mixed responses regarding the conditions of the pedestrian law for Hawaii.
 - Many participants felt that there was a lack of enforcement of pedestrian-related laws.
- **Reflective Items**
 - The idea of reflective items to put on clothing received favorable responses since the issue of dark clothing during non-daylight was recognized as a danger for pedestrians.
 - The participants wanted the reflective items to be stylish if it were to be worn on clothing.
- **Flags in Buckets**
 - Many of participants liked the idea of having buckets filled with flags on opposite ends of a crosswalk but questioned if the flags would get stolen.
- **Senior Moments**
 - Most of the participants praised the intent of the program, but those who felt the name had negative connotations responded with criticism.

BACKGROUND

Study Objectives

SMS was commissioned by the Hawaii Department of Transportation to conduct a series of focus group discussions to gain a better understanding of traffic safety behaviors in the areas of extreme speeding, elderly pedestrians, motorcycle helmet usage, and seatbelt usage. The second round focus groups covered the topic of elderly pedestrians by exploring perspectives of seniors over the age of 55 as well as drivers of all ages. This phase of the DOT study will be integrated with research findings from earlier stages in order to develop a social marketing campaign that will change the behaviors of elderly pedestrians and drivers. The research objectives for this study were to determine:

- The walking behaviors of elderly pedestrians
- The safety concerns that face the seniors while walking
- The influential messages and suggested approaches that would encourage safe walking and driver awareness

Methodology

The participants in the focus groups were recruited based on each session's target group. The recruitment was completed around the streets in Honolulu and through random telephone calls. An incentive of \$50.00 was offered during the recruiting. In addition, participants that arrived fifteen minutes early were eligible for a drawing to win an extra \$50.00.

The four sessions were conducted during evenings in January and December at SMS' in-house focus group facility. The first two sessions were comprised of males and females over the age of 55 who walked at least once a week for recreation or personal errands. The third and fourth group included discussions with male and female drivers of all age groups.

The elderly pedestrian discussions were led by Barbara Sunderland, an experienced focus group moderator. Discussion guides were developed from the research objectives, which served as an outline for the main topics of each session. Additional areas were covered beyond the moderator's guide when undiscovered topics emerged.

KEY FINDINGS

Respondent Backgrounds

The first focus group was comprised of seniors predominantly from the downtown area who were also regular bus riders. The second group of pedestrians included individuals over the age of 55 from different cities throughout Oahu. This group was basically made up of neighborhood walkers. To understand the issues from the other perspective, the final two focus groups were conducted with a mix of drivers from all age groups. Most of the drivers also walked on a moderate basis, so they were able to relate to the safety concerns addressed for pedestrians. The drivers' comments were italicized in order to differentiate their quotes from the pedestrians'.

Elderly Pedestrians

The elderly pedestrians were considered to be risk takers because some of them chose to jaywalk rather than walk to the nearest crosswalk. Most of the elderly were also recognized for wearing dark clothing. In addition, their diminishing physical abilities were pointed out by themselves and by the drivers. It was also said that elderly pedestrians were not getting respect from drivers, which puts them at high risk when thinking vehicles will stop for them on the road.

Selected Comments

“We’re willing to take the risk.”

“They would take the chance of crossing a fifty foot street rather than walk to the next crosswalk.”

“I think the fault is on both sides for the driver and the pedestrian. I noticed that many of the people who have been hit live in neighborhoods with a larger elderly population... I think it’s inattentiveness on the part of the drivers. For the pedestrians, if the elderly have to go all of the way of to the middle of the block to catch a bus or a traffic light, it takes twice as long. So they cross in the middle of the street sometimes stepping out from behind cars. That’s the shortest distance between two points. There are faults on both sides. What’s the solution, I don’t know. The drivers need to slow down, or the pedestrians need marked spots.”

“It’s usually seniors crossing in the middle of the street with dark clothing or too slow, you know.”

“Quite often they wear dark clothing.”

“They don’t see and hear as well.”

“I think it’s two things. The elderly walk very slowly, and the driver is not paying attention.”

“My mom is 80, and she feels she has earned the right to walk anywhere she wants regardless that there’s a crosswalk or cars there... Certain seniors think they own the road.”

“Young people no longer have respect for seniors. This is causing a widespread problem.”

“They sometimes exhibit an obnoxious attitude toward cars, which is foolish on their part because they can’t win.”

“They feel that people will stop for them because they’re so old.”

“I know the old lady that died on the Pali... It gets too far for them to go. The bus stops are too far away, and there’s no lights. They think, ‘Well, somebody will stop.’”

Problems at the Crosswalk

Both the senior pedestrians and the drivers pointed out numerous problems with the crosswalks. One of the main concerns among the pedestrians was the amount of time given to cross at a lighted intersection. They explained how the walk signal was too short, especially for the elderly who walk at a slow pace. Other issues that arose during the focus group included questionable placement of the crosswalks as well as poor crosswalk maintenance. Lastly, a few of the participants even wondered whether or not the crosswalk button was needed to activate the signal.

Selected Comments

“One thing when you have the Walk Sign on and before you get halfway across the street, the Don’t Walk Sign comes on.”

“I think people ignore, at least I do, when it says Don’t Walk. I go through anyway.”

“I feel sorry for the very elderly. They don’t even make it a quarter of the way across the street before the light changes.”

“I broke my foot before. The one thing I realized was that the pedestrian lights are so short.”

“How does the Department of Transportation decide where to put a crosswalk? Is it a safe place or a lighted place? When I walk across the street, the crosswalk is never in the right place. I either have to walk all the way down there, and I think,

‘Who thought of this? Why would they want to put it there where nobody wants to walk?’”

“Some of the crosswalks just don’t make sense. For example, King Street by Long’s down by Zippy’s. Here’s this crosswalk in the middle of the block for no apparent reason. Usually crosswalks are at intersections, and do people use that? No. They go across where they believe it’s safe. It’s four lanes or five lanes across.”

“Crosswalks can be anywhere. Sometimes the markings wear off and there’s no sign showing that there’s one there.”

“When it rains, you can’t see the crosswalks with the lights.”

“Make something that all crosswalks are marked, regardless of where they are.”

“When you cross in a crosswalk with a light, cars will stop 99% of the time. When you cross on a street that just has a crosswalk, cars don’t stop for several reasons. One, the crosswalks aren’t painted properly, and many are in very poor condition. Two, they don’t have signs pointing that there are crosswalks in the area... The signs will stay in better condition than the paint on the road.”

“I’ve had to go out there and made them stop when I was in a crosswalk, and I know that’s dangerous.”

“I do push a wheelchair... It’s quite difficult to negotiate the sidewalks and the ramps. Sometimes there aren’t even any ramps. They’re not designed always for our convenience. I have called the City and County about the ramps, and I think attention was being paid to me, so I can’t really grumble.”

“I have a real problem with crosswalks. I do not believe that there’s any relationship to pushing the button and when the traffic light changes. I don’t think there’s any way to prove it. I think the button is something to make me feel good. The light is going to change on its own sequence whether I press the button or not.”

“I don’t think the button would change the timing of the lights because it would mess up the traffic flow. It’s just a feel good thing for pushing.”

“At the intersection of Kapahulu and Kaimuki, if you don’t press the button, the light will change green but the walk light doesn’t come on. You have to press it anyway.”

Jaywalking

Most of the participants across all four groups admitted to jaywalking. Among the reasons for jaywalking was to limit the distance to their destination. The pedestrians would rather cut across the street rather than walk to the nearest crosswalk located up the street and have to walk down the opposite side of the street. Another incident in which the pedestrians admitted to jaywalking was approaching and exiting the bus. Again, this related to not wanting to walk up the street to the nearest crosswalk. The pedestrians are also cautious while jaywalking in the sense of keeping alert for police officers, which would decrease their chances of being cited even though they still put themselves at risk of approaching vehicles.

Selected Comments

“Sure, everybody jaywalks.”

“It’s not just senior citizens, it’s everybody.”

“I’m guilty, I run across the street. I’m young, and I run.”

“There’s been a lot of reported deaths in the paper this year about people crossing the street and being hit by cars. I think most of those people were jaywalking. Then it’s their own fault.”

“I walk occasionally across Pali Highway to catch the bus, and I have to admit I jaywalk because the bus stop is half a block from the corner. You literally have to walk half a block one way and another half a block the other way to get to the bus stop. I, and I’ve seen many people, do it.”

“I jaywalk when it’s inconvenient to go all the way around to get to the bus stop.”

“On the first stop on Hotel Street, I just peek behind the bus and walk right across.”

“Even when they come off of the bus, they don’t want to go to the crosswalk or whatnot. They just shoot right across the front of the bus... No one waits for the bus, they just drive by it.”

“I’d look to see if there was a cop around, and I’d go anyway instead of going to the end of the block.”

“I wouldn’t jaywalk with a cop around.”

“If there’s no cars, I don’t see why there’s a reason to walk all the way to the end of the block. I usually just go.”

“If we want to take a risk, then we have a right to take that risk.”

“What they ought to do is watch for the motorists that go through the red light and ticket them.”

“It’s offensive if they just focus on jaywalkers and not drivers.”

Non-Daylight Hours

One issue about safety was during non-daylight hours in which there is low visibility. This concern related to a problem mentioned earlier, the elderly’s tendency to wear dark clothing. This poses a risk on the pedestrian’s part because the drivers could have a difficult time spotting them.

Selected Comments

“Nighttime is more dangerous because you can’t see, and there’s shadows from the trees that cover the streets.”

“The light around there is very dim. When I’m driving at night and people are walking, I get really freaked out. You can’t see them, and I have to put on my high beams just to make sure nobody’s there in the dark spots.”

“We might be more careful, but when you got to go somewhere, then you’ll still go.”

“Maybe it’s their clothing. They don’t have anything on there that would show them to the drivers.”

Driver Behavior

Members from each of the focus groups spoke from a driver’s perspective when interacting with pedestrians on the street. Most drivers were cautious while stopping at a crosswalk with the concern of other motorists driving up from behind them. They felt that other approaching vehicles may rear end them during sudden stops. Likewise, drivers have witnessed pedestrians who were hesitant to cross the street when a vehicle stops for them. Other drivers were obligated to stop knowing they would like the same treatment when they are at a crosswalk. In addition, a few of the drivers described their accidents and close calls with the pedestrians. Finally, some drivers spoke about their behaviors when approaching crosswalks while pedestrians were present.

Selected Comments

“From a driver’s perspective, I’m willing to stop, but is the joker behind me going to stop when I do?”

“When I stop at a crosswalk, I look in my rearview first to see if cars are coming. If there are cars speeding, then I don’t stop because I know this other guy is not going to stop. I would never want to get into a situation where I stop at a crosswalk and somebody gets hit.”

“There are times I stop at a crosswalk, and the pedestrian doesn’t want to walk across and they say, ‘Nah uh, you go.’ They just don’t trust.”

“Where I’m from, if you don’t stop then you get a ticket. When I stop here, I have people looking at me strange like, ‘Oh, you stopped?’”

“I think it’s only fair if we stop at a crosswalk. We should get the same thing when we’re walking.”

“I don’t stop all of the time for people in crosswalks. Many times, I just flat out don’t see them. There are buildings and poles and so on and so forth, and oh, there’s this person beyond. Where did they come from?”

“I have hit a pedestrian. This is going back to about 1962. I was just pulling out... and here was this kid in front of me. He had been collecting bottles, and he had hands full of bottles. If he had kept going, I would have missed him, but he just stopped... I’m probably more observant by looking two or three cars in front of me. I get really nervous when I’m behind a van or a truck.”

“I almost hit somebody. I came around the corner, and I didn’t even see them.”

“I wait for them to get halfway past, then I make my turn. They’re safely out of the way, but I believe I could get a ticket for that.”

“I have more patience with an elderly person crossing the street... When you see these kids, they just doddle across the crosswalk and talk to their friends. They could care less.”

Problems with Drivers

The focus group also covered problems with pedestrian safety that were due to driver negligence. A few of the respondents agreed that the driver-pedestrian interaction has changed over the last few decades in Hawaii. Some continued by explaining that crosswalks were no longer respected like they were in the past. This has caused some of the pedestrians to alter their behavior and walk defensively while being alert for drivers. One of the primary concerns that resulted in defensive walking is driver inattention. Furthermore, many of the participants admitted to using their cell phones, reading the paper, and putting on make up while in on the road.

Selected Comments

“Crosswalks are not respected like they were ten years ago.”

“There’s a lot more cars on the road than there was 20 years ago.”

“I am aware that the automobile takes precedence over the pedestrians.”

“It’s humbug to go to the light. It’s two blocks either way, so we wait at the crosswalk and wait at the crosswalk. You can die of old age. Finally starting to cross, and we get halfway through the intersection when this guy comes tearing through.”

“You have to be on your toes not to get hit sometimes.”

“You have to walk defensively.”

“I notice sometimes people don’t slow down when people are crossing the street. They just keep their speed up, and you have to run.”

“I think many drivers are preoccupied with something else.”

“Sometimes I daydream or talk on the phone.”

“I’ve followed women with that cell phone glued to their head for miles and miles, and I’m thinking, ‘How can you think of that much to talk about?’ They’re going 60 then 55 then 65 and not conscious that they’re doing that.”

“Something I read the paper. It’s when I’m stopped in traffic.”

“I talk on the phone... I don’t drive fast when I’m not fully aware of what I am doing.”

“Drivers are always talking on their cell phones and not paying attention.”

“I’ve seen people changing clothes and putting on mascara.”

“My girlfriend is crazy. She talks on the cell phone, she puts on make-up, she reads the paper.”

“It is mandatory, but they don’t observe that law. They think they can get away without stopping.”

“I’ve actually been in the crosswalk and had people drive by me.”

“I feel safer walking where I walk...The only time I feel concerned is crossing the street on Kapiolani Boulevard. I always look over my right shoulder to see if somebody is making a left turn because people who make left turns are opportunists. They’re looking for that opening in the on coming traffic, and they tend not to see pedestrians.”

Proper Behavior

Although a lot of bad habits were revealed among the pedestrians and drivers, there were still a few of the participants that practiced proper safety habits. Important habits that were stressed by both sides were to always stay alert and keep a watchful eye.

Selected Comments

“I go out of my way to get to a crosswalk, but I still watch for cars.”

“I feel safe, and I watch the lights very carefully because I know that when the cars go where I want to go, I can probably cross unless the cars want to make a right turn.”

“I would be careful stepping off of the curb. I would look. The important thing is to maintain eye contact.”

“If you’re a pedestrian, it would be stupid to have the right of way and not look.”

“Make eye contact and acknowledge the driver and don’t assume that they can see you.”

“Yes, you want to be conscious of what’s around you.”

“If you live on base, as soon as you see somebody step off, you better have your brake on. You know that the threat is real. You don’t do it to be kind, you do it because you know they are going to yank your privileges.”

“You should be allowed to finish crossing the street when it stops flashing the green light. Once it says Don’t Walk, you should not enter that crosswalk, regardless if it’s short or not.”

Suggested Solutions

The focus group participants came up with a few ideas on their own. One solution that came up often across all of the groups was to build overpasses, which would both keep pedestrians out of harms way and maintain the flow of traffic. A couple of other suggestions related to encouraging walking activities, marking crosswalks with luminous material, and creating awareness with short messages before movie screenings.

Selected Comments

“A pedestrian bridge would be the perfect solution.”

“The scariest place I’ve been is on Sand Island in Kalihi, by the school there. Nobody stops, and there are kids there that are waiting at the crosswalks. People won’t stop. They really need an overpass over there.”

“I want to see an overpass in front of every high school.”

“I think money would be well spent at critical intersections by building over or under passes to take the pedestrians off the road.”

“Why don’t they do what big cities do and have the traffic stop in all directions and people can walk wherever they want?”

“I think that at a crosswalk, there needs to be a stop sign.”

“I think what would make it safer for pedestrians is if we had more people walking. I think the State should promote the advantages of walking. If there were 500 people walking in a certain area instead of 50, drivers are going to pay more attention... Promote it and make it a fun thing.”

“You know, you can’t see crosswalks at night. They should use luminous material.”

“You know before they show a movie, they have these little short blurbs. Why can’t they put something on there about pedestrians and older people. Then on tv, they can fire it off.”

Channeling Messages

The participants touched upon channels to provide walking safety information to elderly pedestrians. A few of the respondents suggested certain publications and locations where the items could be displayed.

Selected Comments

“*Midweek*, I always make sure I read that.”

“They should put it in *The Planet*, the downtown magazine.”

“If they’re on the bus, we’ll pick the [safety brochures] up.”

“The Senior Expo is where you can pick [safety brochures] up. They have it every year at the Blaisdell.”

“When you go for your license renewal, what happens there? ‘Next, make checks payable to whoever,’ you know? Hey, you have nothing better to do than read the walls. It should say, ‘Traffic law number such and such.’”

Education

A topic repeated among all focus groups dealt with education. Some of the participants scoffed at Hawaii’s driver’s education system by saying it was inadequate. Possible ways of improving education as well as its facilitation were suggested by the focus group members. Some of them also noted that education would be used for long-term behavior changes and without it, problems with pedestrian safety will remain or worsen. When taking a combined approach with enforcement and education, some of the participants insisted that education comes first so they understand why they could be potentially cited.

Selected Comments

“May basic feelings are that the drivers who drive here have not been educated sufficiently in pedestrian rights. I lived in Arizona for eight years, and the pedestrians rule, period.”

“We need education. We have streets that are driver friendly and not pedestrian friendly... I know in many cities, the bicyclist and pedestrian are just as highly respected as the drivers, but not here. It’s a lack of education.”

“I think the testing here is very easy.”

“You’re talking about education. Start in schools with driver’s ed. Make them aware at that particular point and time because this is a new generation of drivers.”

“If you go back to the driver’s manual and addressing who has the right of way... The right of way is a real big issue with me. Who’s going next is not addressed.”

“I think only if you get a ticket, you go to traffic school.”

“Driver’s education class is very limited.”

“Driver’s ed is poor here.”

“How about education for both pedestrians and drivers? Lets show the kids and adults what happens.”

“A good tutor learns more than the student, so maybe if you have senior citizens to teach children to cross better.”

“Education has to come first. If you’re not smart enough to learn, then they’ll ticket you.”

“Some sort of education is something is going to change. This new thing is about to happen. Tell them about six months before it’s actually going to happen.”

“Before enforcement takes place, we need to know what it is that they’re enforcing.”

“With all of the education, it will still take years.”

“If we don’t decide and do something, the problem will persist. Human beings are creatures of habit. Unless we do not provide alternatives to these bad habits, driver and pedestrian problems will persist.”

“I agree with education in the initial phases when we start to change habits, but ultimately in order to get their attention it will have to be enforcement.”

Enforcement

Most of the participants were unable to state the pedestrian law. In addition, some of them did not even know it existed. Part of this problem related to the lack of enforcement. When told the price of fines for pedestrian and driver infractions, a few said it would change their walking habits while others were not bothered because the law is rarely enforced. On the other hand, a couple of the participants received a citation or witnessed police officers enforcing the law.

Selected Comments

“I never heard of a law that if you’re in a crosswalk, you have to stop.”

“I have an artificial limb, my leg... I’m a little slow and people are just a little impatient. There isn’t a law saying that if you’re in a crosswalk, the vehicle has to stop. In California, if you’re in a crosswalk it is against the law to enter the crosswalk if you have a vehicle. I hope that the Government passes that law here.”

“I wouldn’t be so hard on pedestrians, but definitely drivers.”

“You get a ticket only if you hit somebody.”

“I don’t think the law is enforced here.”

“Then people would say, ‘Why are they doing that when they could be fighting crime some place else?’”

“It wouldn’t make a difference if they raise the fine because they don’t enforce it anyway.”

“You have to follow through with the fine.”

“I lived in California and in Arizona, it’s enforced there. I’m attuned to it... I don’t see enough enforcement here.”

“I don’t think it would be enforced, especially in Hawaii.”

“What happens when a law doesn’t get enforced? It doesn’t remain a law very long. People ignore it.”

“I think some people are more alert than other people. There are people that are high risk takers. The \$75 wouldn’t stop me from walking, but I would look around a little more.”

“It’s not an issue of how much it is, it’s whether or not I’ll get busted.”

“In Chinatown it’s \$40, and I don’t go jaywalking there. Within half an hour, the police caught 18 people, and I think it’s very good. You know why, it’s for our own safety.”

“Right outside on Bishop where you’re going to Long’s, there were two officers there handing out tickets to everybody crossing the street.”

“It was in Waikiki right in front of the Marketplace. When the cop looked up, the light changed and we were still in the crosswalk. I had to go to court to convince them that the light was so short.”

Reflective Items

The issue of dark clothing and walking during non-daylight hours was addressed as a problem among the pedestrians and the drivers. Therefore, the idea of reflective items received a favorable response among the participants. Their acceptance was also based on the condition that the reflective items looked stylish or could be easily applied or worn. One participant made an important statement by explaining that education should be in conjunction with the distribution so that drivers are made aware of the purpose of the items being used by pedestrians.

Selected Comments

“I think that’s a good idea.”

“I’d take it if it was on a windbreaker.”

“A reflector on the sole of your shoe.”

“I was thinking reflective clothing. You can wear an armband when you’re crossing.”

“If it’s not stupid. A little vest is ridiculous. Just a little thing that’s not going to wreck my clothes because I do not like holes in my clothing.”

“Yes, but make it something stylish and not like you’re wearing a grocery bag over your head or something.”

“I would wear it if it’s something I could apply easily. I walk all of the time. Something I would apply to my hat or my jacket or my shoe.”

“For me, something like a scrunchy that I can slip over my hand.”

“Like a lei that goes over your shoulders.”

“If you want to have some reflective tape, it’s got to be something big enough to be seen.”

“The old people like collecting all of that little stuff.”

“Because there’s so many different types of people, there may need to be different types of reflective items.”

“They should do that in conjunction with some sort of education thing.”

Flags in Buckets

A couple of the participants like the idea of having a set of buckets on each side of the crosswalk with flags inside to alert drivers of pedestrian presence. On the other hand, many of the people immediately said that the flags would get stolen if this program were done in Hawaii.

Selected Comments

“On one side of the street have a basket of flags for when you want to cross the street, take a flag, hold it up, and walk across the street. By the time each family has ten stolen flags, in other words, they’re cheap to manufacture...flood the market, and people won’t steal them anymore. They’ll use them”

“They should try a test area to see where it would work. In some parts of the city, there would be a lot of vandalism and at other parts there wouldn’t.”

“I’d carry a reflective flag. I wouldn’t wear anything. There also needs to be training that goes with the flag.”

“It reminds me of Japanese tour groups.”

“Wouldn’t everybody steal those things?”

“My thoughts are when you do that in Hawaii, on the first day of operation all of the flags are gone.”

“Kids will take all of those flags.”

“What happens when you run out of flags on the other side?”

Senior Moments

Toward the end of each group, the moderator briefly described the purpose of the *Senior Moment* campaign and concluded with the name. Most of the time, the respondents that interpreted the slogan’s negative connotations spoke up first and explained how it related to forgetfulness. On the other hand, a few thought the name was memorable and praised the intent of the campaign.

Selected Comments

“It is kind of funny.”

“Yes, it reminds me of Click It or Ticket.”

“I think it’s good... anything that brings awareness.”

“It’s condescending and insensitive, but I like the idea that we need a slogan. We need a slogan that involves the people that are the target group. We need to stay away from something that is used negatively. We need something that’s widely accepted and not prone to ridicule.”

“That’s when you forget or blank out.”

“It’s when you have short-term memory loss.”

“It’s forgetting things.”

“I don’t remember my senior moments.”

“It’s a cliché, and it makes fun of you. It’s offensive.”

“I think no, it’s offensive.”

“You’re apologizing and you feel embarrassed when you have a senior moment.”

“Even if some people didn’t like the term, they should think of something else.”

“I think they should handle it very carefully so it won’t be offensive to people who have heard the slogan, especially when people are going to be saying it to us.”

“How old was that person that made the name *Senior Moments*?”